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The following is a recommendation for the California program based on the site inspection.

After seeing every possible evening venue, I feel the following are the best options for the January programs.

Track - 1st Night
This night will be the same as in Miami with the exception that it will be dark when guests arrive as we will no longer be on daylights savings time.

Citrus Grove - 2nd Night
An absolutely beautiful park/orange grove that allows private parties on the grounds. There is an enclosed pavilion as a weather backup that can easily accommodate the group. The grounds are very lush with green lawns, palm trees, orange trees and an abundance of blooming plants.

Theme: California Nights

Decor: An outdoor area will be used for dining. This area is surrounded by plants and palm trees. The trellises will be covered with lights and colorful draping. We need to see what might be blooming in January in the park.

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Source: https://www.industrydocuments.ucsf.edu/docs/kndy0004

Menu: The buffet will be California cuisine featuring local fish, gourmet pizzas, Mexican specialities and so on.

Entertainment: Low rider cars will be on display with the owners doing demonstrations of their car's capabilities. A low rider is a vintage American cars such as a Chevy, Plymouth, Ford etc. that have been equipped with special devices to allow them to look and move in a very unique manner. The guests can judge the competition and determine a winner and award a trophy or prize.

The cars will be placed on the grass around the dinner area. There will be heaters in the entire area since it may be chilly at night. The park closes at 10:00pm therefore the party must end by this time.

A Rock and Roll type band will play throughout the evening creating a southern California casual atmosphere.

Penske Racing Experience - 3rd Night

Theme: Racing

Decor: This venue will be used as it exists. There are 16 car simulators placed on either side of a central room designed to look like a suite at the California Speedway. The suite area will be used for the buffet. The entire facility is decorated like the speedway, therefore, there is no real need to add to the decor other than doing some Marlboro and Racing School signage.

Menu: Due to space and the fact that the main attraction here are the simulators, there will be a heavy hot and cold hors d'oeuvres buffet that is mostly finger food to allow for guests to mingle and eat while they walk around and watch people drive the simulators.

Entertainment: Would not suggest having a band or a D.J. as the noise level is very high and the focal point of the facility is racing. A band would be lost, not heard and unappreciated tonight.

We were shown a photo that looked just like an oil painting of the Marlboro car. Apparently there is a technic that allows a photograph to be transformed so that it appears to be a painting.

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Source: https://www.industrydocuments.ucsf.edu/docs/kndy0004

Graduation - 4th Night

The graduation will be held at the Mission Inn in the Spanish Art Gallery. This ballroom will be decorated with similar items as are being used in Miami. Smoking in the room is TBD, however, the guests can walk outside either the main door into a courtyard area or out the side door onto a veranda to smoke. I will advise when I get final word on the smoking issue.

Miscellaneous information gathered is as follows:

Hotel Arrival/Check in -

Check in for the hotel and KMG - HMI Boardroom.
Security debriefing - Suite #4 which is located next door to the Boardroom.
Hospitality suite is in the Santa Barbara room.
Marlboro/KMG Office - TBD (if we move merchandise to Santa Cruz)
Security Office - #375
Merchandise Storage - Santa Cruz

> Initially security felt the Santa Cruz wasn't secure since it has two doors leading to the outside. However, we all felt that we need it since it is a much larger room than the guest room we would have to use as the alternative. Since a security system will be installed, we felt it would not be a problem to use this room. Security please advise

Welcome Lunch - Atrio Courtyard (Ho O Kan is backup)
Departure Breakfast - San Juan Capistrano
Dailly Continental Breakfast - Lower Oriental Courtyard (Ho O Kan is backup)
All guest rooms will be Glenwoods and located on the 3rd floor.
Room types for PM and KMG staff TBD

Track and Racing School -

Same set up as Miami. The major plus here is that there are ample rooms for the class portion of the program. The changing room will be in one of the garages that will be divided for women and men. Restrooms are nearby.

It was determined that it would be possible to use the existing photo/sign frames that are located in most all meeting rooms with Marlboro racing pictures. Track is to give Jose the measurements to he can research photos.

Please let me know if you have any questions or comments.

Best regards,

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Source: https://www.industrydocuments.ucsf.edu/docs/kndy0004